

# Fifth National Green Power Marketing Conference

## *Powering the New Millennium*

Denver, CO — August 7-8, 2000

Monday, August 7

7:30 – 8:00	Continental Breakfast
8:00 – 10:00	<b>Opening Session</b> <i>Moderator: Stan Bull, National Renewable Energy Laboratory</i>
	<b>Welcoming Remarks</b>
	<b>Welcoming Address</b> <i>Congressman Mark Udall</i>
	<b>A Bright Future for Green Power</b> <i>Paul Thomas, COO and President, GreenMountain.com</i>
	<b>Green Power Initiatives at the U.S. Department of Energy</b> <i>Dan Reicher, Assistant Secretary for Energy Efficiency and Renewable Energy U.S. Department of Energy</i>
	<b>Green Power and our Environmental Future</b> <i>Kathleen Hogan, Director, Climate Protection Division U.S. Environmental Protection Agency</i>
10:00 – 10:30	Morning Break
10:30 – 12:00	<b>Why We're Purchasing Green Power: Business Customer Roundtable</b> <i>Moderator: Katherine O'Dea, Business for Social Responsibility</i>
	<b>Understanding Business Customer Demand for Green Power</b> <i>Ed Holt, Ed Holt and Associates, Inc.</i>
	<b>Business Customer Representatives:</b> <i>Jim Cooke, Toyota Motor Sales, USA Jeff Lebesch, New Belgium Brewing Company Larry Rogero, Kinko's</i>
12:00 – 1:30	<b>Group Luncheon — Sponsored by the Center for Resource Solutions</b>
	<b>Green Power Prime Time: Marketing Renewables in the New Millennium</b> <i>A Multimedia Presentation by Karl Rábago, Chair, Green Power Board</i>
1:30 – 2:45	<b>Panel Discussion – What is Green Power?</b> <i>Moderator: Kurt Johnson, U.S. Environmental Protection Agency</i>
	<b>U.S. Green Power Certification Activities</b> <i>Kirk Brown, Center for Resource Solutions</i>
	<b>The Power Scorecard</b> <i>Sam Swanson, PACE University</i>
	<b>Canada's Environmental Choice Program</b> <i>John Polak, Environment Canada</i>

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Monday, August 7 (Cont'd)

2:45 – 3:15	Afternoon Break
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3:15 – 5:00	<b>Utility Green Pricing Programs: What's Working Well?</b> <i>Moderator: Terry Peterson, EPRI</i>
	<i>Andy Sulkko, Public Service Company of Colorado</i>
	<i>Lori Clements-Grote, Fort Collins Utilities</i>
	<i>Cassius McChesney, Arizona Public Service</i>
	<i>Angelina Galiteva, Los Angeles Department of Water and Power</i>
	<i>Laura Williams, Madison Gas and Electric</i>

5:00	Adjourn
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6:00 – 8:00	Hosted Reception
	<b>Sponsors:</b>
	<i>Public Service Company of Colorado</i>
	<i>GreenMountain.com</i>
	<i>PG&amp;E Corporation</i>
	<i>PacifiCorp</i>

Tuesday, August 8

7:30 – 8:00	Continental Breakfast
	<b>Sponsors:</b>
	<i>Ed Holt and Associates, Inc.</i>
	<i>Foresight Energy Company</i>
	<i>Sustainable Energy Advantage, LLC</i>

8:00 – 9:00	<b>Opening Session</b> <i>Moderator: Howard Mueller, EPRI</i>
	<b>Green Power: A View From Wall Street</b> <i>Ed Tirello, Deutsche Bank Alex. Brown</i>
	<b>What's Happening in Competitive Markets?</b> <i>Ashley Houston, XENERGY Inc.</i>

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Tuesday, August 8 (Cont'd)

9:00 – 10:15	<b>Information Technology and Green Power</b> <i>Moderator: Howard Mueller, EPRI</i>
	<b>Information Technology and Customer Expectations</b> <i>Dick Claeys, RKS Research &amp; Consulting</i>
	<b>The Pure Play Approach to Utility Services</b> <i>Dan Lieberman, Utility.com</i>
	<b>The Internet as a Force for Environmental Improvement</b> <i>John Savage, GreenMountain.com</i>

10:15 – 10:45	<b>Morning Break</b>
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10:45 – 12:00	<b>International Green Power Activities</b> <i>Moderator: Rick Sellers, International Energy Agency</i>
	<b>Development of an International Green Certificate Trading System</b> <i>Jos Benner, CEA/RECS Secretariat, The Netherlands</i>
	<b>Green Power Marketing in Europe</b> <i>Rolf Wüstenhagen, IWOe-HSG and CEPE, Switzerland</i>
	<b>Linking International Green Power Markets</b> <i>Michael Rucker, Automated Power Exchange, USA</i>

12:00 – 1:00	<b>Luncheon</b>
	<b>Luncheon Speaker</b> <i>Randy Udall, Community Office for Resource Efficiency</i>

1:00 – 2:15	<b>Renewables: How Much Do They Really Cost?</b> <i>Moderator: Blair Swezey, National Renewable Energy Laboratory</i>
	<b>The Cost of Green Power in Competitive Power Markets</b> <i>Jan Pepper, Clean Power Markets, Inc.</i>
	<b>Wind Power</b> <i>Brian Parsons, National Renewable Energy Laboratory</i>
	<b>Landfill Methane</b> <i>Tom Kerr, U.S. Environmental Protection Agency</i>
	<b>Photovoltaics</b> <i>John Hoffner, Conservation Services Group</i>

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Tuesday, August 8 (Cont'd)

2:15 – 3:30	<b>Growing the Green Power Market</b> <i>Moderator: Tina Kaarsberg, U.S. Department of Energy</i>
	<b>The Role of Community-Based Marketing in Green Power Sales</b> <i>Rudd Mayer, Land and Water Fund of the Rockies</i>
	<b>Aggregating Business Demand for Green Power</b> <i>Eric Blank, Community Energy</i>
	<b>An Aggregation Strategy for Green Power</b> <i>Bob Maddox, Connecticut Energy Cooperative</i>
	<b>Integrating Renewable Energy into Supplemental Environmental Projects (SEPs)</b> <i>Jill Cooper, Colorado Department of Public Health and Environment</i>
	<b>Renewable Certificates: An Important Dimension in Capturing the Green Value</b> <i>Muir Davis, PG&amp;E National Energy Group</i>

3:30 – 3:45	<b>Afternoon Break</b>
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3:45 – 5:00	<b>Government as a Green Power Purchaser</b> <i>Moderator: Jerry Kotas, U.S. Department of Energy</i>
	<b>Overview of Federal Green Power Purchasing Efforts</b> <i>Beth Shearer, U.S. Department of Energy</i>
	<b>U.S. Postal Service Green Power Purchase</b> <i>Ray Levinson, U.S. Postal Service</i>
	<b>Colorado Federal Wind Power Purchase</b> <i>Sue Damour, General Services Administration</i>
	<b>What Drives Municipal Green Power Decisions?</b> <i>Jay Goth, Commonwealth Energy</i>

5:00	<b>Adjourn</b>
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## Conference Organizers

**EPRI**

**U.S. Department of Energy**

**U.S. Environmental Protection Agency**

**Edison Electric Institute**

## Local Hosts

**Colorado Springs Utilities**

**Community Office for Resource Efficiency**

**Fort Collins Utilities**

**Holy Cross Energy**

**Land and Water Fund of the Rockies**

**National Renewable Energy Laboratory**

**New Belgium Brewing Company**

**Platte River Power Authority**

**Tri-State Generation and Transmission Association**

## Corporate Sponsors

**Public Service Company of Colorado**

**GreenMountain.com**

**PG&E Corporation**

**PacifiCorp**

## Sponsoring Organizations

**Center for Resource Solutions**

**Western Area Power Administration**

**Ed Holt and Associates, Inc.**

**Foresight Energy Company**

**Sustainable Energy Advantage, LLC**